

Oct-31-05 15:30

From-Hogan & Hartson L.L.P., Los Angeles, CA +1213 337 6701

T-081 P.001/019 F-237

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**IMPORTANT NOTICE**

**TELECOPY/FACSIMILE COVER LETTER**

**TO:** U.S. Patent and Trademark Office  
Examiner: Yehdega Retta  
Art Unit: 3622

**DATE:** October 31, 2005

**FROM:** Dariush G. Adli

**TIME:**

**TOTAL NO. OF PAGES, INCLUDING COVER:** 19

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**MESSAGE:**

Patent Application No.: 09/818,125; Our Ref. 81747.0191

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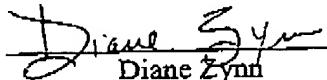
I hereby certify that the following documents:

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Amendment Transmittal Letter  
 Amendment

are being facsimiled to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450., for filing in the above-identified application.

October 31, 2005  
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Diane Zynn

TELECOPY/FAX NUMBER: (571) 273-8300 ART UNIT 3622

CLIENT NUMBER: 81747.0191

ATTORNEY BILLING NUMBER: 5214

CONFIRMATION NUMBER: (571)272-6723 (return fax to Diane Zynn)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re application of:

Masahiro MINOWA

Serial No: 09/818,125

Confirmation No.: 8629

Filed: March 26, 2001

For: METHOD, COMPUTER PRODUCT AND NETWORK  
 SYSTEM FOR RECEIVING AND PLACEMENT  
 PROCESSING OF ADVERTISING INFORMATION

Art Unit: 3622

Examiner: Yehdega Retta

OCT 31 2005

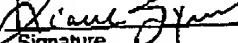
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 (571) 273-8300:  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450 on

October 31, 2005

Date of Deposit

Diane Zynn

Name



10/31/05

Signature

Mail Stop Amendment  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is an amendment in the above-identified application.

No additional fee is required.

The fee has been calculated as shown below:

	(Col. 1) CLAIMS REMAINING AFTER AMENDMENT		(Col. 2) HIGHEST NUMBER PREVIOUSLY PAID FOR	(Col. 3) PRESENT EXTRA*	LG/SM 5 ENTITY FEE	ADD'L FEE DUE
TOTAL CLAIMS FEE	23	-	23	0	LG=\$50 SM=\$25	\$0
INDEPENDENT CLAIMS FEE	4	-	3	1	LG=\$200 SM=\$100	\$200
FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIMS						
LARGE ENTITY FEE = \$380 SMALL ENTITY FEE = \$180						
ADDITIONAL SIZE FEE (IF ANY) (TOTAL PAGES OF SPEC AND DRAWINGS TOGETHER)						
\$250 FOR EACH ADDITIONAL 50 SHEETS						
Independent Claims: 1, 16, 22 and 23						
TOTAL \$ 200						

- \* If the entry in Col. 1 is less than the entry in Col. 2, write "0" in Col. 3.
- \*\* If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, write "20" in this space.
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Please charge the fee of \$200.00 for the additional independent claims fee to Deposit Account No. 50-1314. A copy of this sheet is enclosed.

Please charge the fee of \$ for the    extension of time to Deposit Account No. 50-1314. A copy of this sheet is enclosed.

The Commissioner is hereby authorized to charge any deficiencies of fees associated with this communication or credit any overpayment to Deposit Account No. 50-1314. A copy of this sheet is enclosed.

Any filing fees under 37 C.F.R. § 1.16 for the presentation of extra claims

Any patent application processing fees under 37 C.F.R. § 1.17

Respectfully submitted,  
 HOGAN & HARTSON L.L.P.

By

  
 Dariush G. Adli  
 Registration No. 51,386  
 Attorney for Applicant(s)

Date: October 31, 2005

Biltmore Tower  
 500 South Grand Avenue, Suite 1900  
 Los Angeles, California 90071  
 Telephone: 213 337-6700  
 Facsimile: 213 337-6701

Appl. No. 09/818,125  
Amtd. Dated October 31, 2005  
Reply to Office Action of August 3, 2005

Attorney Docket No. 81747.0191  
Customer No.: 26021

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:  
Masahiro MINOWA  
Serial No. 09/818,125  
Confirmation No.: 8629  
Filed: March 26, 2001  
For: Method, Computer Product and  
Network System for Receiving and  
Placement Processing of Advertising  
Information

Art Unit: 3622  
Examiner: Yehdega Retta

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P.O. Box 1450  
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Date of Deposit  
Diane Zynn  
Name  
Signature 10/31/05  
Date

AMENDMENT

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated August 3, 2005, please amend the  
above-referenced application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on  
page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.

11/01/2005 AADOF01 00000036 501314 09818125  
01 FC:1201 200.00 DA